

DRAFT – For Internal Use Only

**COMMUNICATION STRATEGY
for the
Central Florida Pilot Radiation Assessment**

(Phase I - Community Awareness) ←



March 2004

**South Site Management Branch
Waste Management Division
US Environmental Protection Agency, Region 4**



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Central Florida Pilot Radiation Assessment



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(Add high-light - (bullets & contemplated next steps)

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Pilot Radiation Assessment Map

Appendix C - Original CI Strategy (Phase II)

1.0 Introduction and Purpose

The Waste Management Division of EPA Region 4 plans to conduct a pilot radiation assessment in central Florida to identify and map areas with gamma radiation levels that exceed background levels. The assessment will cover approximately 60,000 acres, much of which is in Polk County with a small portion in Hillsborough County.

Former phosphate mines in the assessment areas were generally closed before 1975, when the State of Florida established mandatory closure requirements. Since that time, residential development has occurred on "non-mandatory lands," with an estimated 100,000 persons now living in the area.

The pilot assessment is the first step in determining whether excess radiation is present in areas developed on formerly mined land. The goal of the assessment is to rule out areas that do not pose a concern and to identify areas that may need further investigation.

The investigation will consist of a helicopter equipped with remote gamma radiation sensing technology flying over selected areas formerly mined for phosphate. The helicopter will fly in a grid pattern, 150 feet above the ground surface, at a speed of approximately 80 miles per hour. The flyovers will occur during daylight hours and take about two weeks to complete.

Region 4 has contracted with the Department of Energy Remote Sensing Laboratory, in conjunction with the Argonne National Laboratory of Oak Ridge, Tennessee, to perform the assessment. The flyovers are tentatively scheduled to begin May 12, 2004.

This communication strategy recommends activities developed by a team of EPA staff members and contractors to inform community members and organizations about the pilot radiation assessment.

ELECTED OFFICIALS,

NEWS

Environmental Groups
Sierra Club
Marathon 88

Expanded to explain
that this is phase I
of an overall strategy
that will involve more
traditional CI
activities
Ref. it
in
original strategy
that's included
in appendix

2.0 Scope and Objectives of Communication Strategy

The scope of this communication strategy is limited to providing information to key groups before and during the pilot radiation assessment. The radiation assessment is a pre-remedial, site assessment tool. In conjunction with the radiation assessment, the EPA seeks to accomplish the following communication objectives:

- Inform key groups about the radiation assessment and explain how it will be conducted.
- Raise awareness and understanding of the purpose of the radiation assessment.
- Provide general information about potential exposure risks due to past phosphate mining activities in central Florida.

This communication strategy focuses on informing key groups, including elected officials and the media, in assessment areas. ~~One~~^{month} week before the flyovers begin, EPA officials will notify the Florida Department of Environmental Protection (DEP) and the Florida Department of Health (DOH) about the flyovers and the assessment. ~~One~~^{two} week before flyovers begin, the EPA will contact key community representatives, including elected officials and media in the assessment area, in writing, regarding the purpose of the assessment, when to expect the flyover in their community, and who to call for more information. Follow-up contacts with these key community representatives will be made by telephone and electronic mail to insure that they receive information about the assessment before the flyovers begin.

It is the intent of this communication strategy that the media, Florida Institute of Phosphate Research, and Florida Phosphate Council will be informed of the assessment at the same time as elected officials are informed (~~one~~^{two} week before the flyovers begin). ~~If mobilization activities raise questions from the media or community officials, the EPA may opt for immediate, concurrent notification (before May 5) of the Key Groups listed in Section 3.0, using the communication tools in this section.~~

3.0 Elements of Communication Strategy

This subsection identifies the key groups to whom information will be provided; methods for providing information and responding to inquiries; and the information to be communicated.

3.1 Key Groups

Public Officials

- Florida DEP
- Florida DOH
- Members of Congress who represent communities in the assessment area.
- State senators and representatives who represent communities in the assessment area.
- County officials: elected commissioners, county administrators, and emergency response agency directors for Polk and Hillsborough (primary contact); Manatee, Hardee, and DeSoto counties (secondary/courtesy contact).
- Elected officials and police/fire chiefs for cities and towns in the assessment area.
- Airports in the assessment area.

SCHOOL BOARD OFFICIALS

News Media

- Newspapers covering the assessment area and neighboring counties.
- Broadcast media, including local television affiliates for national networks, public television and local radio, especially news/talk and public radio stations.

Organizations

- Florida Institute of Phosphate Research (independent state research agency)
- Florida Phosphate Council

• Environmental Groups to Community Organizations

(Manasota 88)
(Sierra Club)

Appendix A provides contact information for the public officials, media outlets, and organizations listed above.

3.2 Communication Methods

Press Release: A press release will be prepared for distribution to news media and other interested parties listed in Appendix A. The release will be faxed or emailed ~~one~~ ^{two} week^s before the beginning of the flyovers and will identify the EPA points of contact for more information. A copy of the Q&A fact sheet and map will be provided to the media upon request. Appendix B provides a draft press release.

ELECTRONIC INFORMATION REPOSITORY!

ESTABLISH AN ELECTRONIC
REPOSITORY WHICH
WILL INCLUDE:

~~Optional Activity—Radiation Assessment Link on EPA Web Page:~~ If interest warrants, in the future, a link on the EPA web page would provide the Q&A fact sheet, photos and video of the assessment helicopter, as well as follow-up answers to questions about the project and additional links to general information on phosphate mining and potential exposures.

3.3 Communication Content

Information about the pilot radiation assessment will be written in a concise, clear style, without technical jargon. The Q&A fact sheet and the press release will contain the same basic content in different formats, and will be the primary means of explaining the purpose and approach to the pilot radiation assessment. The Q&A fact sheet and press release will cover the following items:

- Why the EPA is conducting the survey.
- What areas will be assessed (simple map will be attached).
- How and when the flyovers will occur.
- What will people see and hear during the assessment.
- How long will the assessment take.
- What happens when the flyovers are complete.
- Who to call for more information.

IN ADDITION TO THE ABOVE Q&A FACT SHEET
FOR PUBLIC DISTRIBUTION, EPA WILL DEVELOPE INTERNAL
Q&A'S FOR USE IN RESPONDING TO PRESS INQUIRIES,

MARCE
Can we make time for schedule?

4.0 Implementation of Strategy

4.1 Action Items and Schedule

Preparation of Communication Strategy and Written Information

- Black & Veatch submits draft communication strategy, including draft Q&A sheet and press release, for internal review: **March 10**
- EPA provides comments on draft strategy to Black & Veatch: **March 15**
- B&V submits revised draft strategy, including revised draft Q&A sheet and press release, to EPA in final format: ~~March 18~~ *APRIL 1*
- EPA management and technical contractors review communication strategy/written information; comments due to Black & Veatch: **To Be Determined**
- Final strategy, as well as final Q&A fact sheet and press release for public distribution due to EPA: **To Be Determined**

Implementation Action Items

This schedule is based on flyovers beginning on Wednesday, May ~~12~~¹⁹. Under this assumption, all public notification will take place concurrently on Wednesday, May 5, ~~one~~² week before the flyovers begin.

- *ELECTRONIC INFORMATION - REPOSITORY COMPLETED: APRIL 15*
DOH MARCH
- RPM notifies FL DEP ~~one week~~^{APRIL 15} before flyovers begin: ~~May 5~~
- Office of Congressional Liaison contacts federal and state elected officials: ~~one~~² week before flyovers begin: ~~May 5~~ *5/5*
- Q&A fact sheet (with map) emailed or faxed to local officials and designated groups: ~~one~~² week before flyovers begin: **May 5**
- *MEDIA DAY FOR OPENING CLESTER: MAY 10*
- Press release faxed/e-mailed to designated media one week before flyovers begin: **May 5**
- *MEDIA DAY HOSTED AT AIRPORT: MAY 18*
- Follow-up phone calls and e-mails to key county and city officials before flyovers begin: **May 6, 7, 10, 11**
- Availability for media contacts and interviews: **Beginning May 5 and throughout assessment**

4.2 Communication Responsibilities

Brad Jackson, RPM for the Central Florida Phosphate Pilot Study, will be the main point of contact for the project and will direct all activities of the EPA and the contractor project team. Black & Veatch will provide support for preparing the communication strategy, contact list, written information, and assist with notification/follow-up calls for local community officials and

5.0 Follow-Up and Next Steps

The scope of this strategy does not include communication activities following completion of the radiation assessment. However, it is likely that the release of information and media coverage about the assessment will generate considerable public interest. Contacts can be expected from residents in the assessment area who are concerned about the implications of the radiation assessment; activist groups concerned about the environmental effects of phosphate mining; phosphate industry representatives; local and state officials; and other groups. EPA staff members need to be prepared to answer questions about where to get the assessment results, how to interpret the results, what follow-up actions EPA will take, and possible concerns that property owners and other community members may have if radiation is detected above background, particularly in residential areas.

Appendix A

Contact List

Appendix A

Contact List

A. Federal Elected Officials

The Honorable Bill Nelson

U. S. Senate

Washington Office

716 Hart Senate Office Building

Washington, D.C. 20510

District Office

Sam Gibbons Federal Court House

801 N. Florida Avenue – 4th Floor

Tampa, FL 33602

Phone: 202-224-5274

Fax: 202-228-2183

Phone: 813-225-7040

Fax: 813-225-7050

email: billnelson.senate.gov

The Honorable Bob Graham

U. S. Senate

Washington Office

524 Hart Senate Office Building

Washington, D.C. 20510

District Office

625 East Twiggs Street – Suite 500

Tampa, FL 33602

Phone: 202-224-3041

Fax: 202-224-2237

Phone: 813-228-2476

Fax: 813-228-2479

email: bob_graham@graham.senate.gov

The Honorable Adam H. Putnam

U.S. House of Representatives

Washington Office

506 Cannon House Office Building

Washington, D.C. 20515

Aide: Ms. Karen Williams

District Office

650 East Davidson

Bartow, FL 33830

District Director: Matt Joyner

Phone: 202-225-1252

Fax: 202-226-0585

Phone: 863-534-3530

Phone: 866-534-3530

Fax: 863-534-3559

email: www.adamputnam.house.gov

The Honorable Ginny Brown-Waite

U.S. House of Representatives

Washington Office

1516 Longworth House Office Building

Washington, D.C. 20515

District Office

38008 Meridian Avenue

Dade City, FL 33525

Phone: 202-225-1002

Fax: 202-226-6559

Phone: 352-567-6707

Phone: 1-866-GWAITES (w/in Dist. 5)

Fax: 352-567-6359

email: www.house.gov/brown-waite

Representative Dennis A. Ross

Florida House District 63

Capitol Office

212 The Capitol

402 South Monroe Street

Tallahassee, FL 32399-1300

District Office

4416 Florida National Drive

Lakeland, FL 33813-1515

Phone: 850-488-9890

Fax: None

Phone: 863-701-1400

Fax: 863-701-1402

email: ross.dennis@myfloridahouse.com

Representative John K. Stargel

Florida House District 64

Capitol Office

210 House Office Building

402 South Monroe Street

Tallahassee, FL 32399-1300

District Office

P. O. Box 2009

Lakeland, FL 33806-2009

933 South Florida Avenue

Lakeland, FL 33806

Phone: 850-488-2270

Fax: 850-488-9933

Phone: 863-413-2877

Fax: 863-413-2879

email: stargel.john@myfloridahouse.com

Representative Marsha L. "Marty" Bowen

Florida House District 65

Capitol Office

417 House Office Building

402 South Monroe Street

Tallahassee, FL 32399-1300

District Office

P. O. Box 7229

Winter Haven, FL 33883

353 Avenue "C" Southwest

Winter Haven, FL 33880

Phone: 850-488-2721

Fax: 850-413-0419

Phone: 863-298-4422

Fax: 863-298-4424

email: bowen.marty@myfloridahouse.com

Representative Baxter G. Troutman

Florida House District 66

Capitol Office

1102 The Capitol

402 South Monroe Street

Tallahassee, FL 32399-1300

District Office

P. O. Box 7667

Winter Haven, FL 33883-7667

44 4th Street, SW

Winter Haven, FL 33880

Phone: 850-488-9465

Fax: 850-487-1826

Phone: 863-298-5220

Fax: 863-298-5222

email: troutman.baxter@myfloridahouse.com

J. Loran Cogburn
Hardee County Sheriff
900 E. Summit Street
Wauchula, FL 33873

Phone: 863-773-0304
Fax: 863-773-4593
Fax: 863-773-3865
email: lcogburn@hardeeso.com

Other Hardee County Officials / Interested Parties

William Muhlfeld
Hardee County Emergency Management / Public Safety Director
404 W. Orange Street
Wauchula, FL 33873

Phone: 863-773-6373
Fax: 863-773-0107
email: bill.muhlfeld@hardeecounty.net

F. Hillsborough County Local Elected Officials

Hillsborough County Commissioners

(Must use individual phone/fax/email for all)

Kathy Castor – District 1

Phone: 813-272-5470
Fax: 813-272-7046
email: castorK@hillsboroughcounty.org

Ken Hagan, Chaplain – District 2

Phone: 813-272-5452
Fax: 813-272-7047
email: haganK@hillsboroughcounty.org

Thomas Scott, Chairman – District 3

Phone: 813-272-5720
Fax: 813-272-7048
email: scottTh@hillsboroughcounty.org

Rhonda Storms – District 4

Phone: 813-272-5740
Fax: 813-272-7049
email: stormsr@hillsboroughcounty.org

Jim Norman, Vice Chairman – District 5 (At Large)

Phone: 813-272-5725
Fax: 813-272-7052
email: normanJ@hillsboroughcounty.org

Jan Platt – District 6 (At Large)

Phone: 813-272-5730
Fax: 813-272-7053
email: plattJ@hillsboroughcounty.org

Pat Frank – District 7 (At Large)

Phone: 813-272-5735
Fax: 813-272-7054
email: frankp@hillsboroughcounty.org

Mailing Address

Hillsborough County Board of County Commissioners
P. O. Box 1110
Tampa, FL 33601

Phone: 813-272-5660

Cal Henderson, Sheriff
Hillsborough County Sheriff's Department
2008 E. 8th Avenue
Tampa, FL 33605

Phone: 813-247-8000
Fax: 813-247-0980
email: hscso@hscso.tampa.fl.us

David Mitchell, Owner/President
Plant City Municipal Airport
4007 Airport Road
Plant City, FL 33567

Phone: 813-752-4710
Fax: 813-757-6250
email: pcairport.net (webb)

G. Manatee County Local Elected Officials

Manatee County Commissioners

Amy E. Stein – District 1
Gwendolyn Y. Brown – District 2
Jane W. von Hahmann – District 3
Ron Getman – District 4
Jonathan R. Bruce – District 5
Patricia M. Glass – District 6
Joe McClash – District 7

Mailing Address

P. O. Box 1000
Bradenton, FL 34206-1000

Charles B. Wells
Manatee County Sheriff
515 11th Street W.
Bradenton, FL 34205

email: amy.stein@co.manatee.fl.us
email: gwen.brown@co.manatee.fl.us
email: jane.vonhahmann@co.manatee.fl.us
email: ron.getman@co.manatee.fl.us
email: jonathan.bruce@co.manatee.fl.us
email: pat.glass@co.manatee.fl.us
email: joe.mcclash@co.manatee.fl.us

Phone: 941-748-4501
Fax: 941-745-3790

Phone: 941-747-3011
Fax: 941-749-5401
email: Charlie.wells@co.manatee.fl.us

Other Manatee County Officials / Interested Parties

Ernie Padgett
Manatee County Administrator

Phone: 941-745-3717 (ext.3717)
Fax: 941-745-3790

email: ernie.padgett@co.manatee.fl.us

Karen Collins-Fleming
Manatee County Environmental Mgmt.

Phone: 941-742-5980 (ext.5980)
Fax: 941-742-5996

email: karen.collins@co.manatee.fl.us

Mark Edenfield, Division Chief
Manatee County Emergency Med. Svcs.

Phone: 941-748-4501

email: mark.edenfield@co.manatee.fl.us

Lauretta Feagans, Emergency Management Chief
Manatee County Emergency Mgmt.

Phone: 941-749-3022

Phone: 941-748-4501 (storm emerg., etc)

Fax: 941-741-3539

email: laurie.feagans@co.manatee.fl.us

email: emergency.management@co.manatee.fl.us

Phone: 941-748-4501 (ext.3559)

Fax: 941-741-3539

email: aren.windon@co.manatee.fl.us

Mailing Address

P. O. Box 1000
Bradenton, FL 34206-1000

Phone: 941-748-4501

La Gaceta
Patrick Manteiga - News Editor
3210 E 7th Avenue
P.O. Box 5536
Tampa, FL 33675
(Large Hispanic readers and Italian)

Phone: 813-248-3921
Fax: 813-247-5357
email: lagaceta@tampabay.rr.com

The Polk County Press
Bill Histed, News Editor
1020 N. Church Avenue
Mulberry, FL 33860-2040

Phone/Fax: 863-425-3411
email: mulberrypress@juno.com

Television

Channel 8 – WFLA (NBC)
Attn: Assignment Desk
P.O. Box 1410
Tampa, FL 33601

Phone: 813-221-5788
Fax: 813-225-2770
email: news@wfla.com

Channel 28 – WFTS (ABC)
Newsroom
4045 N. Himes Avenue
Tampa, FL 33607

Phone: 813-354-2828
Phone: 877-833-2828
Fax: 813-870-2828
email: newstip@wfts.com

WTVT FOX Channel 13
Bob Linger – General Manager
P. O. Box 31113
Tampa, FL 33631

Phone: 813-876-1313
Fax: 813-871-3135
email: news@wtvt.com

BAY NEWS 9
Tina Karagiannis – Assignment Manager
7901 66th Street, N,
Pinellas Park, FL 33781

Phone: 727-437-2000
Phone: 727-437-2100 (news)
Phone: 888-437-1239 (news tips-toll free)
Fax: 727-437-2034
email: tips@baynews9.com

BAY NEWS 9
Rick Elmhorst / Lynn Wright - Reporters
1004 U.S. 92 West
Auburndale, FL 33823

Phone: 863-965-0549 (Polk Cty. news)
Fax: 863-965-0543
email: rick.elmhorst@baynews9.com

PGTV - Polk County's Government Television
Joan Davies – Program Manager
Drawer CA01
P.O. Box 9005
Bartow, FL 33831-9005

Phone: 863-534-5997
Fax: 863-534-7069
email: joandavies@polk-county.net

WWBF – 1130 AM
Tom Thornburg – Owner/News Director
1130 Radio Road
Bartow, FL 33830-7600

Phone: 863-533-0744
Fax: 863-533-8546
email: tom@wwbf.com

WUSF 89.7 Radio
Robert Peterson, program Dir./Interim News Dir.
4202 East Fowler Avenue – WRB 219
Tampa, FL 33620-6902

Phone: 813-974-8700
Phone: 800-741-9090
Fax: 813-974-5016
email: rpeterson@wusf.org

WONN, WLKF, WWRZ, WPCV Radio Stations
Andrea Oliver-Clark – News Director
404 West Lime Street
Lakeland, FL 33815-4651

Phone: 863-682-8184
Fax: 863-683-2409
email: aoliver@halllakeland.com

WRBQ, WLLD, WSJT Radio Stations
Carrie Kirkland – News Director
9721 Executive Center Drive, N. – Suite 200
St. Petersburg, FL 33702
(Indicate to cover all stations on news items)

Phone: 727-679-1925
Fax: 727-579-8888
email: aoliver@halllakeland.com
www.oldies1047.com

Appendix B

Q&A Fact Sheet
Press Release
Pilot Radiation Assessment Map



EPA plans pilot radiation assessment in central Florida

Region 4

May 2004

Starting May 12, the U.S. Environmental Protection Agency Region 4 (EPA) will be flying a helicopter over portions of Polk and Hillsborough Counties to measure radiation. This sheet presents information about why and how the flyovers will be conducted, as well as a map of the assessment area and contacts for more information.

Questions and answers about the pilot radiation assessment:

- **Why is the EPA flying a helicopter over areas of Polk and Hillsborough Counties?**
The EPA is checking to see whether radioactive materials remain in the soil where phosphate mining once occurred.
- **How does the helicopter measure radiation?**
The helicopter is equipped with remote sensing technology that can detect gamma radiation on the ground. The helicopter will fly in a grid pattern over the study area, about 150 feet above the ground at a speed of 80 mph.
- **When will the flyovers begin and how long will they take?**
Flyovers are scheduled to begin on May 12; the EPA estimates it will take about two weeks to complete flyovers of the study area.
- **Exactly what areas are included and why?**
The map on the back of this sheet shows the flight areas, which include approximately 100 square miles in Polk County and 3 square miles in Hillsborough County. The EPA is assessing these areas because they include formerly mined lands; mines in these areas were closed by the 1970s.
- **What will residents and businesses see or hear during the flyovers?**
The helicopter will fly only during daylight hours. People living and working in the area may see and hear the helicopter for a few seconds as it passes over.
- **What if radiation is higher in the former phosphate mining areas?**
Radiation occurs naturally in phosphate deposits and sometimes remains in the soil after mines are closed. If radiation is detected above background levels, it does not mean that people are at risk. Measuring radiation levels is the first step in determining the potential for exposure.
- **What are the next steps?**
After reviewing information from the flyovers, the EPA will prepare a pilot radiation assessment report that will be available to the public. Study areas with results at or below background radiation levels will be eliminated from further evaluation. If an area has readings above background levels, the EPA will evaluate the need for additional investigation or other actions.
- **How can we obtain more information?**
For more information about the flyovers and the pilot radiation assessment, please contact the EPA representatives listed on the back of this sheet. General information about radiation is available online at www.epa.gov/radiation. Information about phosphate mining and radiation is available online at www.fipr.state.fl.us.

FOR IMMEDIATE RELEASE: May 5, 2004

CONTACT: Carl Terry, EPA Region 4 Office of Public Affairs
Telephone: 404-562-8325

U.S. EPA set to begin pilot radiation assessment in central Florida

Starting on May 12, the U.S. Environmental Protection Agency (EPA) will be flying a helicopter over portions of Polk and Hillsborough Counties to measure radiation. The flyovers are the first step in a project to assess radiation levels in portions of central Florida where phosphate mining once occurred. Officials from Atlanta-based Region 4 announced that the pilot radiation assessment will cover approximately 100 square miles of Polk County and 3 square miles of Hillsborough County.

EPA will complete the assessment using a helicopter equipped with remote gamma radiation sensing technology. The helicopter will fly in a grid pattern over the study area, 150 feet above the ground surface, at a speed of approximately 80 miles per hour. With flyovers occurring only during daylight hours; the EPA estimates it will take about two weeks to complete the assessment.

Radiation occurs naturally in phosphate deposits and sometimes remains in the soil after mining and processing. "We are checking to see whether radioactivity is detected in these formerly mined areas," said Brad Jackson, the EPA project manager for the assessment. Jackson emphasized that even if radiation is detected, it may not pose a risk because several factors affect the potential for people to be exposed. "Measuring radiation levels is the first step in determining the potential for exposure," Jackson said.

The Department of Energy Remote Sensing Laboratory, in conjunction with the Argonne National Laboratory of Oak Ridge, Tennessee, is performing the assessment under a contract with EPA Region 4 in Atlanta. After reviewing flyover results, the EPA will prepare a pilot radiation assessment report and make it available to the public. Study areas with results at or below background levels will be eliminated from further

